

JUDSON

Serves

THE NURSERYMAN

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U. S. Department of Agriculture

1

Bulk
STRAWBERRIES
AND
PERENNIALS

2

Drop-ship
STRAWBERRIES
AND
PERENNIALS

3

*Retail
Packages*
STRAWBERRIES
AND
PERENNIALS

WHOLESALE *Catalog*
FALL 1957 . . . SPRING 1958

JUDSON
WHOLESALE NURSERIES
BRISTOL, INDIANA

PHONE: 1-2945



The
LATCH-KEY
is Always Out at
JUDSON

There is an interesting day in store for you if the opportunity to visit our nursery is ever possible. You are always welcome. Meanwhile, meet some of our key people.

BOB BAUGE,
General Manager.



**Tony—years of
experience**

Our General Superintendent, Tony D'Amore, has more than twenty years experience in all phases of nursery operation. It's know-how like Tony's that puts the quality mark on Judson plants.



**Jimmy—knows
his perennials**

Jim's competence as one of the top perennial growers stems from nearly 25 years' experience in this specialized field. Jimmy Johns heads up the perennial plant division at our nursery.



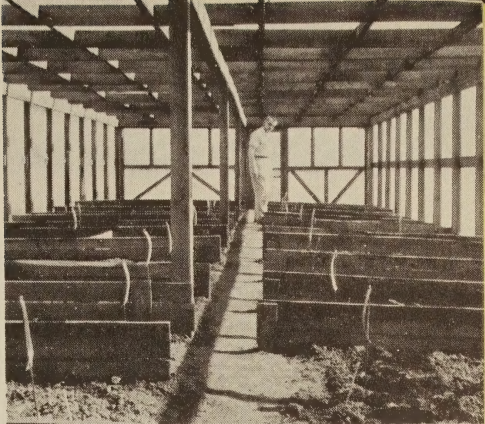
**Bud—keeps things
hummin'**

Whether things are coming in or going out, Bud Smith's job is busy and important. He's our Shipping Supervisor and knows the value of prompt shipping service during the busy nursery season.



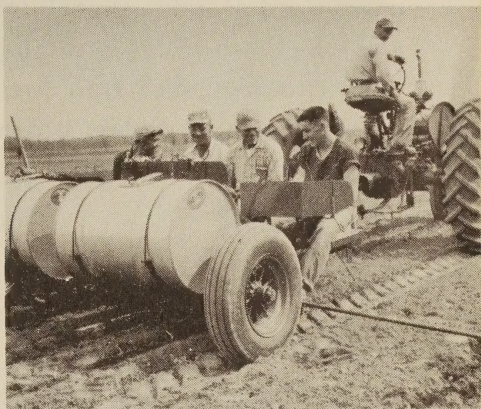
Screen House

Kept under lock and key, this screen house is the first step in a carefully planned program in growing initial virus-free planting stock. Plantings are made from indexed varieties.



Planting

This new planter was first used this spring. Note how four men feed strawberry plants into automatic planter. Plants can be watered while planter is moving.



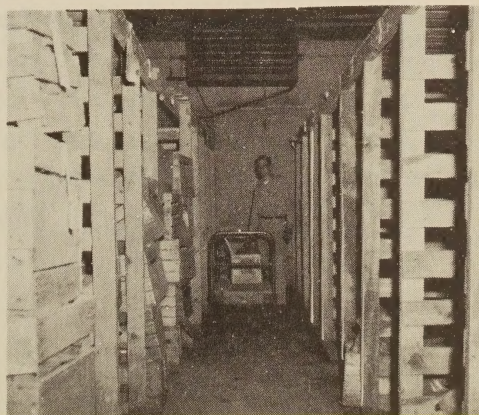
Irrigation

In foreground notice overhead irrigation used on perennials. Unit sprinklers in background are supplied through portable aluminum pipes. All growing acreage is under irrigation.



Storage

Our experience has proved that the best strawberry plants for shipping are plants that are dug dormant and kept dormant. After digging, the plants are processed and then kept in cold storage until needed for shipment.



Here's the 1 - 2 - 3

of JUDSON Service

Which one best fits your needs?

1 BULK – If your nursery operation is one in which you maintain your own cold storage for handling and processing your own orders then check with Judson on your strawberry and perennial plant requirements. We have the stock and facilities for processing your large bulk orders promptly and efficiently. Write for quotation now.

2 DROP-SHIP – Some folks call this "pack-out." Simply, it is this: We will handle your individual orders for either strawberry or perennial plants and will ship your orders direct to your customers under your label. We print the order-label tag for you, one part for the name and address of your customer. This is used as the parcel post label. The other part carries the customer's name and the items to be shipped. After shipment we return the stub to you as proof of shipment. Many nurseries have used this plan successfully for years. It works and will work for you.

3 RETAIL PACKAGES – If you operate a retail nursery sales outlet then be sure to check the complete line of packaged strawberry and perennial plants we have developed. We have the sales helps you need to help you sell. Ask about our "Ship 'n Sell" Service schedule — keeps plants coming in peak condition during your selling season.

1 Bulk

STRAWBERRY-PERENNIALS

• If you have your own cold storage facilities and can use plants in 1000 lots our bulk price list will interest you. If you sell strawberry plants in large quantities please write for quotation.

**BULK F.O.B. Bristol, Ind.
STRAWBERRY PLANTS**

**PRICE LIST
SPRING 1958**

• JUNE BEARING

	Per 1000		Per 1000
✓ *Blakemore	\$ 9.50	✓ *Armored	12.00
✓ *Dunlap	9.50	✓ *Empire	12.00
✓ *Robinson	10.00	✓ Parish Perfect	
✓ *Bellmar	10.00	(Plant Pat. #1442)	12.00
✓ British Sovereign	12.00	✓ *Vermilion	12.00
✓ *Catskill	12.00	✓ *Crimson Flash....	14.00
✓ *Pocahontas	12.00	✓ *Paymaster	
✓ *Premier	12.00	(Trade Mark)	14.00
✓ Premier	12.00	✓ Wisconsin 214 ..	14.00
✓ *Sparkle	12.00	✓ *Jumbo	
✓ *Tennessee Beauty	12.00	(Trade Mark)	20.00

• EVERBEARING

	Per 1000
✓ *Gem	\$20.00
✓ Superfection	20.00
✓ Streamliner	22.00
✓ Twentieth Century	28.00
✓ Red Rich (Plant Patent No. 993)	78.00

Established retail prices on Red Rich: 12 Plants \$2.95; 25 plants \$5.00; 50 plants \$8.50; 100 Plants \$15.00; 250 Plants \$32.50; 500 Plants \$62.50; 1000 Plants \$120.

*Grown from virus-free planting stock

• PERENNIALS

Be sure to write for our complete list of perennials available for bulk shipment. If you have specific requirements in groups, collections or any special perennial varieties we will be happy to work with you.

STRAWBERRIES — PERENNIALS —

PYRAMIDS: You list 'em . . . we'll ship 'em. There's years of experience behind Judson's drop-ship service. Send us the order and we will drop-ship your strawberries, perennials and Pyramid gardens direct to your customer.

JUNE BEARING

12

- *Blakemore
- *Dunlap
- *Robinson
- *Bellmar
- British Sovereign
- *Catskill
- *Pocahontas
- *Premier
- Premier
- *Sparkle
- *Tennessee Beauty
- *Armored
- *Empire
- Parish Perfect (Plant Patent No. 1442)
- *Vermilion
- Crimson Flash
- *Paymaster (Trade Mark)
- *Wisconsin 214
- *Jumbo

EVERBEARING

- *Gem
- Superfection
- Streamliner
- Twentieth Century
- Red Rich (Plant Patent No. 993) \$1.50
- RED RICH® retail prices 2.95

*Grown from virus-free planting stock

PERENNIALS

Write for Judson's complete perennial Drop-Ship listing. We feature special collections planned particularly for your needs. Like strawberries, we'll handle your orders and ship direct to your customer under your name.

Retail

PACKAGES

Your choice of Perennials
in these **TESTED PACKAGES**



JUD-PAK PLANTS

Trade Mark

Each package contains one plant carefully wrapped in a bright, full color jacket. In the early part of the season many varieties of Jud-Pak perennials are dormant and will be shipped that way until later in the season when they will be replaced by growing perennials, some actually blooming. Make plant selection from listing at right.

PRIST LIST: 36 individually wrapped plants of one variety per carton. Less than 10 cases \$7.20 per case. (20c per pkg.) Over 10 cases \$6.84 per case. (19c per pkg.) Suggested retail 39c ea.

BLOOMIN' GOOD PLANTS

Trade Mark

This is a rectangular sleeve type package. Full color label and planting instructions on each package. One plant per package. Early season plants will be dormant with no "tops" showing. Later in the season some varieties will be growing and some in actual bloom.

PRICE LIST: 50 individually wrapped plants per carton. Less than 5 cases \$10.00 per case. (20c per plant.) Over 5 cases \$9.50 per case (19c per plant.) Suggested retail 39c per pkg.



Experience has shown that Judson perennials will hold approximately two weeks without extra care. Upon arrival they should be removed from carton and placed in as suitable a location as possible.

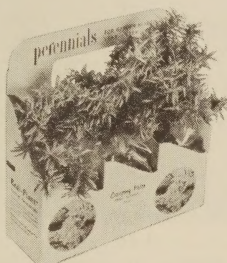
VARIETY LISTING

Jud-Pak and Bloomin' Good Plants

VARIETY	DESCRIPTION
Asters	Blue, Red, White
Baby's Breath, tall	Double White
Bleeding Heart, old fashioned	Red
Canterbury Bells (Biennial)	White, Blue, Pink
Carnations	White, Red, Pink
Chrysanthemums, Cushion	Pink, Bronze, Yellow, Red, White
Chrysanthemums, Hardy	Yellow, Red, White
Columbine	Mixed Shades
Coral Bells	Pink
Coreopsis	Yellow
Day Lilies	Yellow
Delphinium	Mixed Shades of Blue
Gaillardia	Orange-red
Garden Pinks	Mixed Shades
Hibiscus	Shades of Pink and Red
Painted Daisies	Shades of Pink
Phlox, Creeping	Red, White, Pink and Blue
Phlox, Hardy:	
Prime Minister	White with Red eye
Daily Sketch	Cameo Pink
Salmon Glow	Salmon Pink
Ruby Lee	Dark Red
Flash	Light Red
Starlight	Lavender
Shasta Daisy	White
Sweet Lavender	Lavender
Sweet William	Mixed Shades

NOTE: Re: Jud-Pak, Bloomin' Good and Redi-Plant —

Cases can be combined for prepaid shipment. Shipments prepaid on 10 cases or more. Less than 10 cases f.o.b. Bristol, Indiana.



REDI-PLANT

Trade Mark

POTTED

PERENNIALS

Each carry-out carton holds three separately potted perennials. Full color illustration and plant description on front panel with planting suggestions on back of carton. Moisture retaining jacket surrounds pot. Makes a beautiful counter display when several packages are shown with their early foliage in these smart carry-out containers. Please note color collections now available.

VARIETY	DESCRIPTION
Asters	Blue, Red, White
Canterbury Bells (Biennial)	White, Blue, Pink
Carnations	White, Red, Pink
Chrysanthemums, Cushion	Pink, Bronze, Yellow, Red, White
Chrysanthemums, Hardy	Yellow, Red, White
Columbine	Mixed Shades
Delphinium, hybrids	Mixed Shades
Gaillardia	Orange-Red
Garden Pinks	Mixed Shades
Painted Daisies	Mixed Shades
Phlox, Creeping	White, Pink, Red
Phlox, Hardy	Red, White, Pink, Blue
Shasta Daisies	White
Sweet William	Mixed Colors

REDI-PLANT COLOR COLLECTIONS

Each three-plant carton can also be packaged to hold one each of the following: PHLOX — red, pink, blue; CARNATIONS — red, pink, white; CUSHION MUMS—red, yellow, pink; CANTERBURY BELLS — pink, white, blue. Use same price list as above.

WHOLESALE PRICE LIST. Three potted perennials are packaged in each carry-out carton. 12 cartons — 36 plants — per shipping case. Less than 10 cases 60c per carton of three plants; \$7.20 per case. Over 10 cases 55c per carton of 3 plants; \$6.60 per case.

Retail

PACKAGES



JUD-PAK STRAWBERRY PLANTS

25 strawberry plants are wrapped in each Jud-Pak package. Package features full color illustration and planting instructions. Plants will hold approximately two weeks without additional care. We recommend you order plants on our "Ship 'n Sell" service schedule (see next page.) In ordering we suggest you consider at least two June Bearing and one everbearing variety.

WHOLESALE PRICE LIST

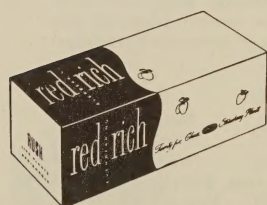
JUNE BEARING	Per Pkg.	Per Case
Blakemore50.....	\$12.00
Dunlap50.....	12.00
Premier55.....	13.20
*Paymaster60.....	14.40

*(Recommended as a fine strawberry for freezing)

EVERBEARING	Per Pkg.	Per Case
Gem80.....	\$19.20
Superfection80.....	19.20
Streamliner80.....	19.20
Twentieth Century	1.05.....	25.20

Weight 25 lbs. per carton—Prepaid.

24 Packages (25 plants per package)—600 plants—per shipping case.



Everbearing RED RICH®

(Plant Patent No. 993)

This is the carton that has been featured in nationally advertising the famous Red Rich everbearing strawberry plant. It's a beauty of a box with bright red strawberries on a white background with the name "Red Rich" carried in a dark green panel. Plants are jacketed in polyethylene.

ESTABLISHED RETAIL:

12 Plants \$2.95; 25 Plants \$5.00; 50 Plants \$8.50; 100 Plants \$15.00; 250 Plants \$32.50; 500 Plants \$62.50; 1000 Plants \$120.00.

WHOLESALE PREPAID PRICE LIST:

1 Case (250 Plants) \$20.50; 2 Cases (500 Plants) \$40.50; 4 Cases (1000 Plants) \$80.50.

Red Rich plants are available in standard packaging of 25 plants per carton. 12 plant packages available.



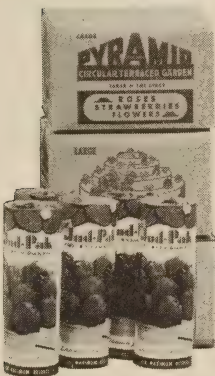
POTTED RED RICH®

(Plant Patent No. 993)

If you have a demand for strawberry plants after the early season is gone be sure to feature potted Red Rich. Plants available from Spring through August.

POTTED RED RICH® Plant Patent No. 993

	12	24	48	96
Established Retail	\$3.95	\$7.50	\$12.50	\$22.50
Wholesale	2.45	4.50	7.50	14.00



PYRAMID IS EASY TO CARRY IN STOCK

Note the size of the box that contains a complete aluminum Pyramid garden. It measures 9½" x 9½" x 5¾" and weighs a little over six pounds. Carry the Pyramid in stock — display it — and watch it sell. Pyramid is ideal for use with everbearing strawberry plants — especially Red Rich. See pages 10-11 for complete information on the new PYRAMID® complete with sprinkler.

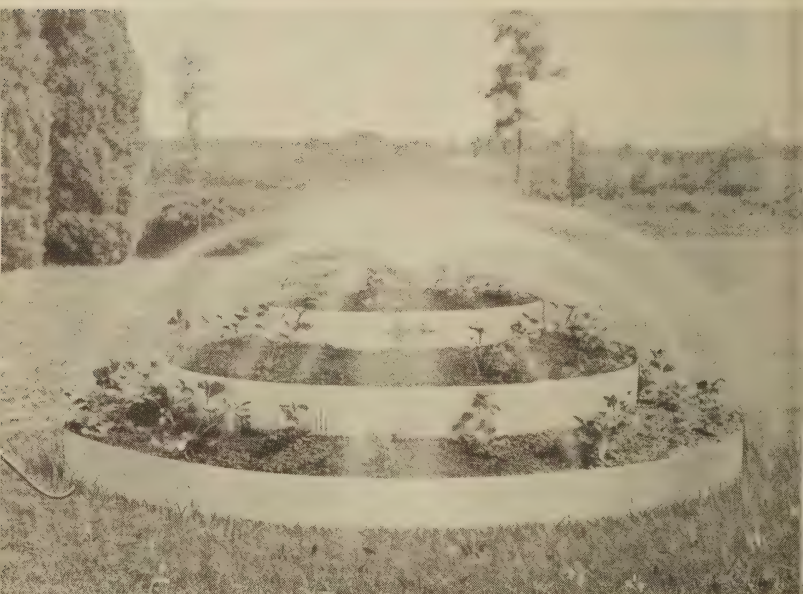
"SHIP 'n SELL" service schedule

Under this schedule we will ship plants and Pyramid gardens on a repeat schedule right through your selling season. Write for complete information.

NEW! PYRAMID®

● CORRUGATED!

COMPLETE SPRINKLER INCLUDED!



This is the brand new, re-designed Judson Pyramid® garden. SIX FOOT in diameter with three planting terraces. The 5" aluminum bands are now attractively corrugated and the completely new sprinkler is included as standard equipment with no increase in price. Remember, the sprinkler is no longer an accessory but is packaged in the Pyramid box and includes the sprinkler head, tubing and hose connection. Complete instructions for erection and planting Pyramid are contained in each box.

WHOLESALE PRICE LIST

(Note: If you wish Pyramids shipped to you in unit lots of 6 or more use the F.O.B. Bristol, Indiana price list. If you want us to drop-ship unit Pyramids direct to your customer use the Postpaid price list.

	F.O.B. BRISTOL, INDIANA	Postpaid Direct To Your Customers Using Your Shipping Tag	Suggested Retail Prices
PYRAMID	\$5.50	\$6.15	\$9.95
Includes complete sprinkler, tubing, hose connection			
ACCESSORIES FOR PYRAMID			
SUPPORT STRIPS	2.10	2.40	3.95
COVER (Plastic)	4.00	4.30	6.95
NET	4.00	4.30	6.95

Ideas Sell

Strawberry PYRAMID

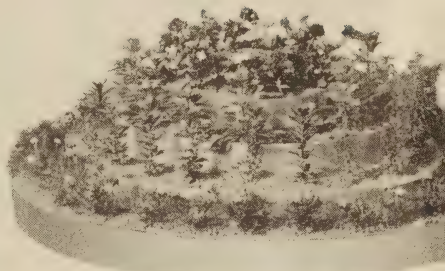
The PYRAMID makes an ideal strawberry garden in which we recommend the planting of 50 everbearing strawberry plants. Especially Red Rich.



(Note: Photographs on this page were taken of test plantings made in the old style Pyramid.)

Flowering PYRAMID

Pyramid illustrated was planted with red and white geraniums, mixed asters, snapdragons, marigold and ageratum. Saves space. Easy to pick and care for.



Vegetable garden PYRAMID

Some of the terraces in this Pyramid were planted in two rows which would compare to a garden of more than sixty lineal feet of planting. In this Pyramid were lettuce, onions, beans, parsley, carrots, tomatoes and peppers.



PYRAMID ACCESSORIES

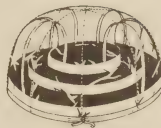


SUPPORT STRIPS

If you plan on using either plastic cover or netting, strips must be installed first as support.

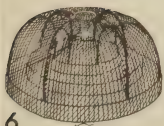
PLASTIC COVER

New type, weathers well. Acts as a cold frame or greenhouse for early planting and frost protection.



NETTING

Covers support strips and protects bed from birds. Also holds leaves in winter as cover.



For Greater Dollar Profit

Sell

red rich

EVERBEARING

PLANT PAT. NO. 993 ®

the most publicized everbearer in Gardening History



List Red Rich and enjoy top profits from this patented everbearer. Nationally advertised . . . Nationally publicized: Red Rich has been pre-sold for you.

(Here are copy suggestions you may wish to use in catalog and advertising copy): Plant this patented everbearer this spring and then look forward to some mighty tasty strawberries this summer. Red Rich is a top quality strawberry — honey sweet and firm. In a midwest university report Red Rich rated best of 29 everbearing varieties and earned a "SWEET" in taste and "HIGH" in flavor report. What's more, after summer picking you can look forward to a fine fall crop. Enjoy real strawberry goodness . . . plant Red Rich this spring.

Looking for a Good Freezing Strawberry?

University tests prove Red Rich an excellent strawberry for freezing. The berries are deep red, abundantly sweet and a delight to serve. Once you freeze Red Rich you'll agree they are tops.

RED RICH as a decorative plant

A most attractive idea is to use Red Rich as a garden border or edging. Red Rich is a husky, bushy plant. Its dark green foliage, bright blossoms and attractive berries make it an exciting and interesting planting idea when used this way.



PLEASE USE THIS TRADE MARK

This is the registered trade mark of the Red Rich strawberry. Be sure to use this trade mark wherever Red Rich is listed. Red Rich carries Plant Patent No. 993.

Feature These June Bearing Strawberries

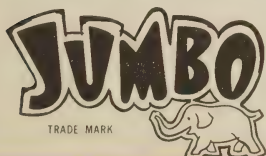


MIDSEASON



Is Paymaster on your list? Be sure you list it as it is really coming to the fore — fast. We will be glad to send you copy suggestions and photographs upon request. In sixteen yield trials sponsored under the West Virginia Extension Service supervision, Paymaster received three 1st, four 2nd and two 3rd place ratings with an average yield of over a quart per plant. In calculated per acre production in these trials Paymaster averaged 5,560 quarts per acre. Note too, that Paymaster is rapidly gaining favor among Michigan growers.

OTHER NEW JUNE VARIETIES



Be sure to write for copy tips and information on Jumbo, Pocahontas and other varieties.

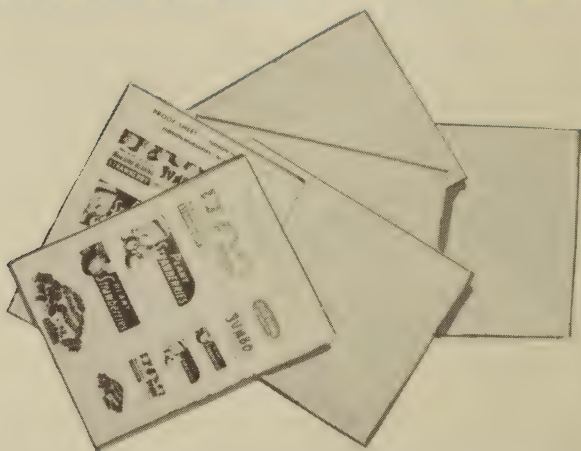
SALES HELPS to help



WINDOW BANNERS and POSTERS

If you are featuring Judson strawberries, perennials or Pyramid gardens and can use point-of-sale posters to good advantage be sure to write for a complete set of these fine sales helpers. Illustration merely indicates type of banners to be prepared.

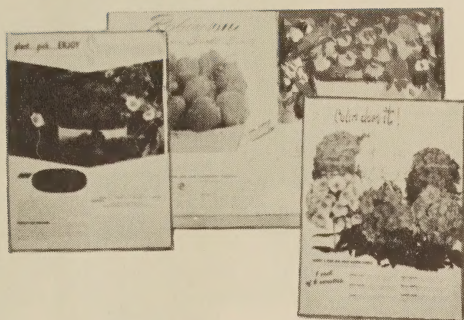
NEWSPAPER MATS and PRINTING PLATES



To help you sell more strawberries, perennials and Pyramid gardens we have a complete set of ad builder mats. These mats will help you plan effective newspaper ads. Mats are for small ads as well as larger ones. Mats are supplied to Judson customers without charge. We also have an excellent selection of four color process printing plates on strawberries and a phlox collection for our customers. Your only cost is for electrotypes.

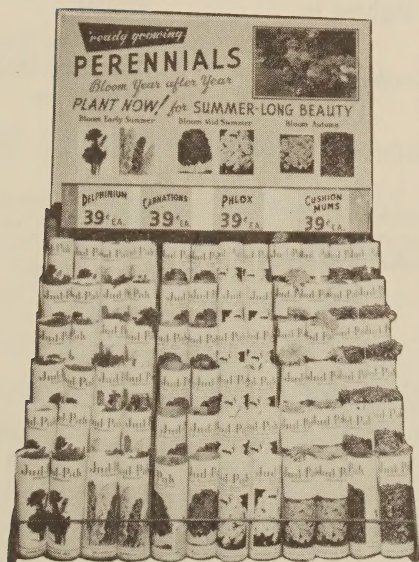
you **SELL MORE** in '58

DIRECT MAIL FOLDERS



For 1958 we are planning to produce a four color direct mail piece that will contain Red Rich everbearing strawberries, a popular collection of June bearing strawberry plants, a collection of fine perennials and the new, improved Pyramid garden. These direct mail pieces will be printed in large quantities and then imprinted with our customer's (Your name) on them and charged at the quantity price. If you are interested in ordering these direct mail pieces for January 1958 delivery, please write for complete information.

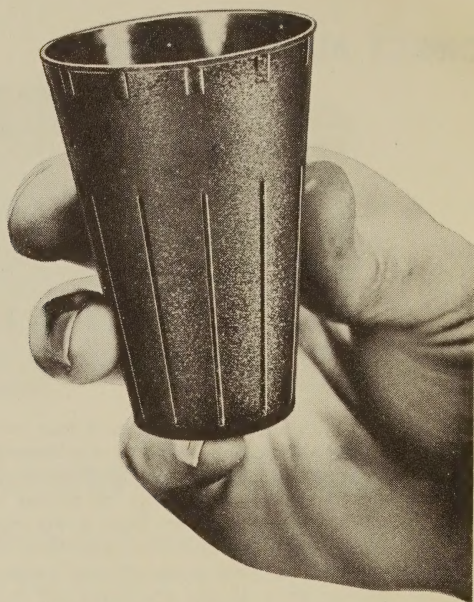
DISPLAYS



A display rack that will hold 72 Jud-Pak or Bloomin' Good perennial plants has been designed as an eye-catching counter display. A similar rack, also available for strawberries, will hold 54 packages of Jud-Pak strawberry plants. Write for complete information on re-designed sales rack for 1958 season.

Aero-Pot^{*}

* TRADE MARK REGISTERED



NOW — A NEW Ventilated Plastic Pot

A new Plastic Pot for Nurserymen and Florists in which you can grow plants as well as in a clay pot, yet —

- Costs Less
- Is Much Lighter in Weight
- Easily Sterilized and Re-used
- Takes Less Space on Bench
- Provides Proper Aeration and Moisture Drainage

SPECIFICATIONS

One size only, as follows:

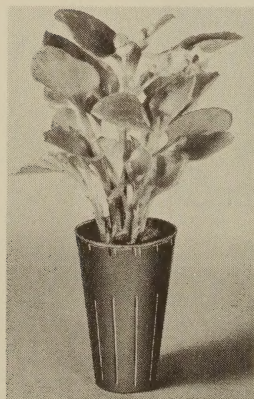
Outside Dimensions:

- 2 1/16" diameter at top
- 1 7/16" diameter at bottom
- 2 15/16" tall

Inside Dimensions:

- 2" diameter at top
- 1 3/16" diameter at bottom
- 2 13/32" deep

One color only: Utility Black



PRICE LIST

F.O.B. Shipping Point

1 to 4000	\$15.00 per M
5 to 9000	14.00 per M
10 to 24M	13.00 per M
25 to 49M	12.00 per M
50 to 99M	11.00 per M
100M and up	10.00 per M

Minimum Order 1000 pots
(1 case)

(Complete folder upon
request)

16

1 BULK 2 DROP-SHIP 3 RETAIL PACKAGES



As we mentioned before — we do hope you will find an occasion to visit us. We would like to show you the nursery and then visit with you about your business and how we might help. Even if a visit is not possible, we do feel there is some valuable assistance we can give you. Perhaps descriptions of plants, ad or catalog layouts using our color plates, direct mail pieces, photographs, newspaper mats or just some sound sales suggestions that our experience in strawberries and perennials has taught us. *Best bet* — plan early. Let us hear from you soon. Thanks.

PLANT RESERVATIONS

It will be especially helpful to us and to you, too, in handling your strawberry and perennial requirements if you will send us a reservation order (based on last year's sales) well ahead of the shipping season. This reservation order can, of course, be adjusted up or down, but when we receive it we will set aside and hold the plants you have reserved. This will help us serve you better.



A COMPLETE LINE OF PERENNIALS



**POTTED
AND
BARE ROOT**

**FOR BULK
DROP SHIP and
RETAIL SALES**



For Fall of 1957 and Spring of 1958 we have expanded our acreage of field-grown perennials and greenhouse plants. Whether your perennial needs are in bulk shipment, for drop shipment or in retail packages you can count on Judson *quality* plants.

JUDSON WHOLESALE NURSERIES
BRISTOL, INDIANA

PHONE: 1-2945

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